

## Job Description

**Global External Affairs Advisor – 12 months FTC**

**Job Ref: PD1910**



### Role Details

**Reports to:** Senior Manager, Global External Affairs

**Location:** Central London with occasional overseas travel. Will consider flexible working arrangements

**Hours:** Full time. 35 hours a week, 9am to 5 pm, Monday to Friday. Fixed term contract – up to 12 months

**Salary:** £42,632 p.a.

**Contract type:** Permanent

**Closing date:** Sunday 13<sup>th</sup> October 2019



**Our vision and mission**

Our vision is of a world in which working horses, donkeys and mules are free from suffering.

Our mission is to transform the lives of vulnerable working horses, donkeys and mules around the world. We relieve their immediate suffering and create lasting change by working with people, communities and organisations.

**About Brooke**

Brooke is an international animal welfare charity working to improve the lives of working horses, donkeys, mules and the people who depend on them.

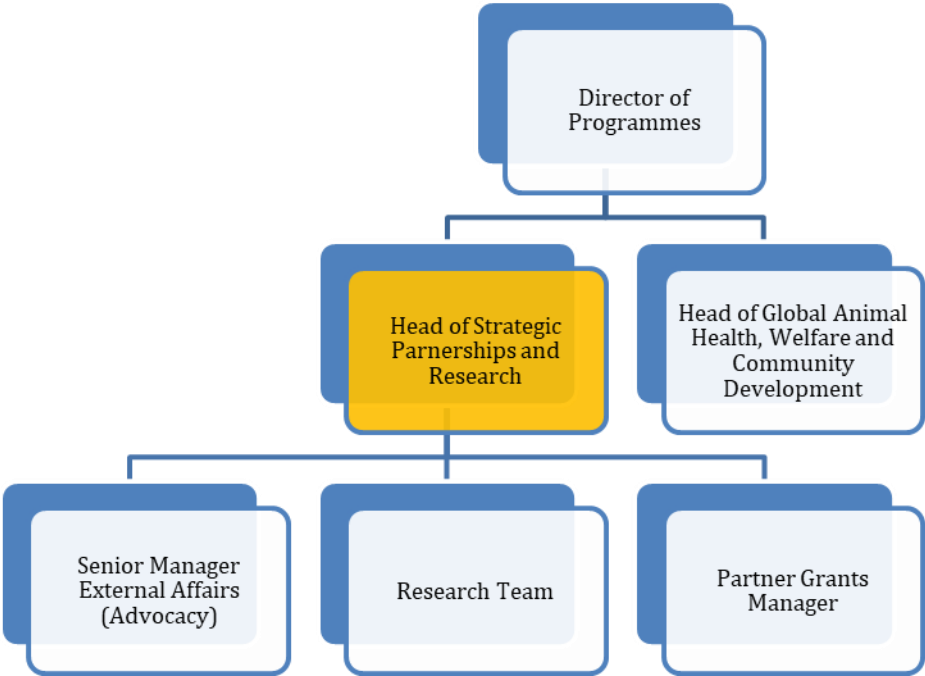
We reach over 2 million working animals across Africa, Asia, Latin America and the Middle East. Our staff include vets, animal welfare experts and advocacy and development specialists.

Our aim is make sustainable change to the lives of vulnerable working equines address community, systemic and policy barriers to lasting change

**Our Values**

We are proud to be Brooke. We are resourceful, share new ideas and help each other succeed. Together we make change happen.

**Department Structure and Position of the role**



## Purpose of Role

For more than 80 years Brooke has worked to improve the welfare of working horses, donkeys and mules in Africa, Asia, Latin America and the Middle East, where these animals are a critical component of sustainable household livelihood strategies. The organisation is entering an exciting new phase focused on strengthening linkages with human development priorities to ensure greater sustainable impact for both animals and people. Brooke's recently refreshed Theory of Change recognises the critical role to be played by effective advocacy and public affairs work at international and national levels, impacting on the policy environment and systems in which working equine animals and their owner find themselves.

This role is needed to work as part of the global Programmes Directorate team, supporting the Senior Manager to define clear and unequivocal messages and use effective tactics to target decision-makers that together with our programme work, make a lasting change in the lives of vulnerable animals.

This post is both a junior managerial and innovative role: challenging, inspiring and guiding colleagues so that we work with consistent messaging, make cost effective use of our resources and recognise and use opportunities across the team. The post holder will work within a small team and will closely liaise with in-country advocacy officers and consultants, who will be a key source of information and evidence in the development of our global messaging.

The ideal applicant will be experienced in developing and engaging in advocacy strategies, identifying and create profile-raising opportunities and utilising them to their maximum potential, preferably in relation to animal welfare issues and engaging externally to make effective use of representational opportunities globally.

## Key Responsibilities and Duties

1. Managing agreed activities against integrated Directorate strategic objectives in relation to external affairs.
2. Excellent communications and representation of Brooke's external affairs and organisational messaging, including driving a campaigning approach.
3. Coordinating within a high performing team and community of practice.
4. Contributing to Brooke's overall work as a junior manager in the organisation.

### Managing agreed activities against integrated Directorate strategic objectives in relation to external affairs

- In line with agreed Directorate planning priorities and considering Brooke's Theory of Change, input to and manage activities against Brooke's multi-year outputs at a global level, steering or working with project leads and colleagues.
- Aid the Senior Manager with developing costed plans supported with clear indicators for monitoring and learning within the Directorate, helping track the use of funds for specific work as necessary.
- Support Brooke's capacity to convene and engage with policymakers, and other stakeholders on issues impacting sustainable change for working equines at all political levels.
- Support Brooke's engagement in key global public policy debates and create opportunities for reflection and learning across the organisation.
- Promote Brooke's messages and experience globally and across coalitions, networks and working groups as appropriate to the Directorate's work.
- Collate and present advice on issues arising that may need an advocacy and public relations response.

### Excellent communications and representation of Brooke's external affairs and organisational messaging including driving a Campaigning approach

- Work with the Senior Manager to help develop compelling communications pieces that advance Brooke's external affairs agenda.
- Advancing Brooke's external affairs profile through engaging and influencing policy makers, coalitions and networks, in line with coordinated Directorate outcomes.
- Work closely in the Directorate to promote Brooke's evidence and experience globally, regionally and in key countries to support policy outcomes that lead to improved welfare of working animals.
- Work with Brooke's Communications Team on developing and updating powerful external messaging that enhances Brooke's brand and increases its influence, identifying the most useful channels for furthering Brooke's public affairs agenda.
- Support the Senior Manager with ensuring synergy between Brooke's public affairs agenda and the institutional fundraising programme.
- Contribute to blogs, presentations, research papers, policy position papers, grant proposals, strategy documents, and other written deliverables as part of the Directorate.
- Input and where needed drive relevant campaigning actions under the guide of the Senior Manager, as part of Brooke's wider organisational shift towards campaigning.

### Coordinating within a high performing team and community of practice

- Coordinate work amongst colleagues within the team, Directorate and wider organisation.
- Input to team plans and work with the Senior Manager on individual plan for performance management and accountability to the rest of the Directorate.
- Drive and champion a collective understanding of advocacy and public affairs approaches and standards.

### Contributing to Brooke's overall work as a junior manager in the organisation

- Contribute to the development and revision of policies, strategies and procedures within the Brooke.
- Provide input to inform organisational and strategic planning and policy development.
- Contribute to cross-organisational initiatives.

- Undertake other responsibilities not outlined above which are appropriate for a role of this nature, for example speaking with supporter groups, as agreed with the line manager

## General

- Follow the Brooke's equal opportunities statement which aims to clarify the value we place on diversity and steps we take to promote equality of opportunity for all.
- Adhere at all times to Brooke's policies and procedures.

### Person Specification

*The skills, abilities, experience and knowledge outlined below provide a summary of what is required to carry out this job effectively. They also form the selection criteria on which the decision on who to appoint will be made. Please ensure that you show how you meet the criteria outlined below in your application.*

Knowledge and experience	Essential	Desirable
Postgraduate degree or equivalent in international development, animal welfare, veterinary science, social sciences, economics or similar		✓
Experience in successfully influencing global institutions such as OIE and UN whether through advocacy or campaigning		✓
Proven experience in the development and implementation of influencing strategies	✓	
Proven experience of local and global advocacy including in-depth knowledge of institutions and processes	✓	
Experience leading and evaluating issue driven/thematic campaigns	✓	
Knowledge/understanding of local, regional and international development issues affecting working animals/livestock/rural and urban poor communities in developing countries including livelihoods and gender	✓	
Rigorous analytical skills and proven ability to write high quality policy papers, briefings, and policy submissions	✓	
Experience of working with high-level policy stakeholders	✓	
Demonstrable experience of analysing and processing both verbal and written information. Able to use this information to inform, persuade and influence relevant stakeholders using the most appropriate and effective means of communication.	✓	
Experience of working with networks/coalitions of stakeholders	✓	
Demonstrable experience of being organized and self-motivated, able to handle multiple tasks and responsibilities simultaneously. Able to take the initiative and respond rapidly and effectively to new opportunities.	✓	
Excellent verbal and written communication skills, especially the ability to communicate complex issues simply and concisely to a diverse range of stakeholders.	✓	
Demonstrable experience of representing organisations in high level policy forums	✓	



Excellent IT skills, in particular the Microsoft office package such as Word and Excel.	✓	
---	---	--